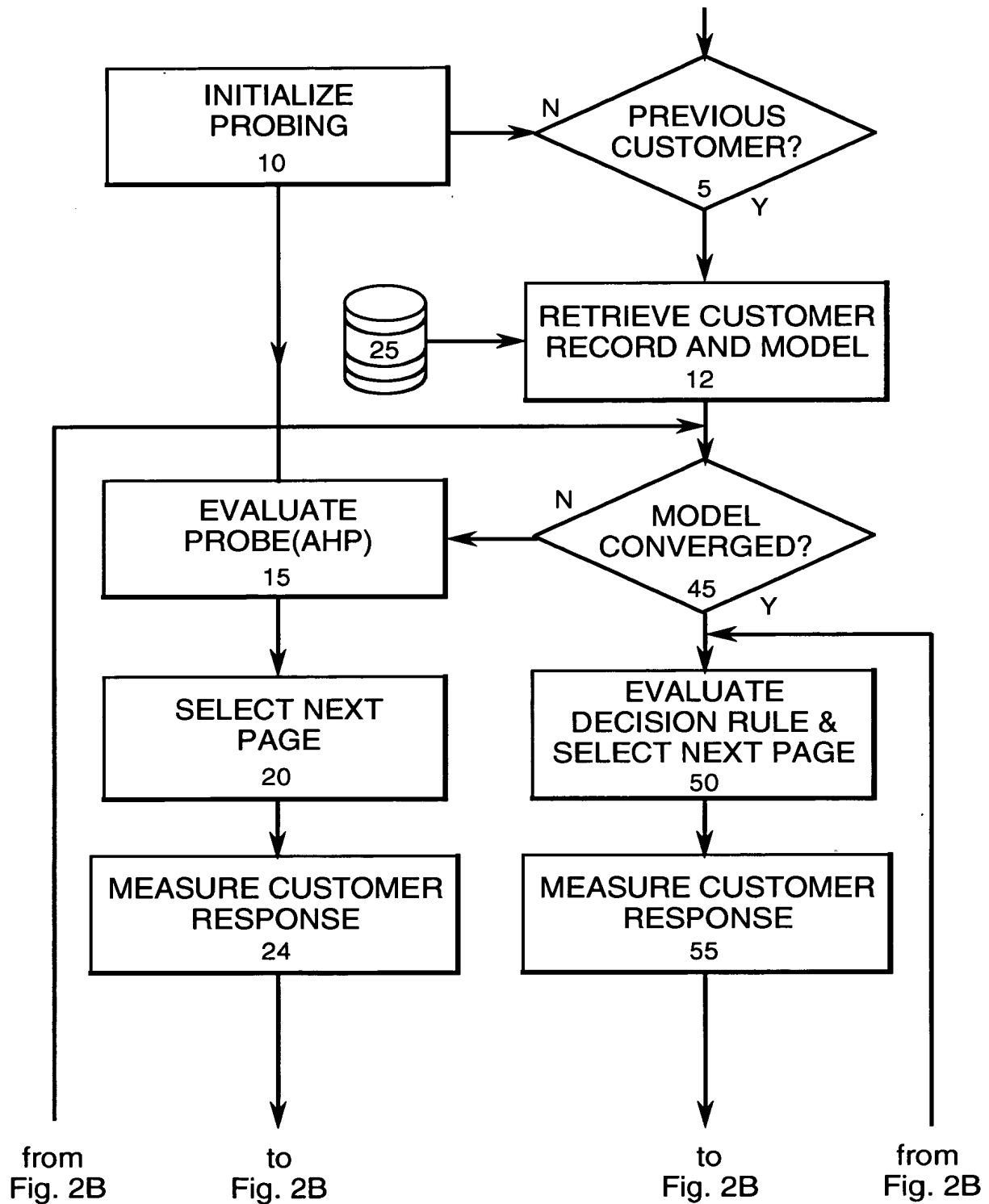
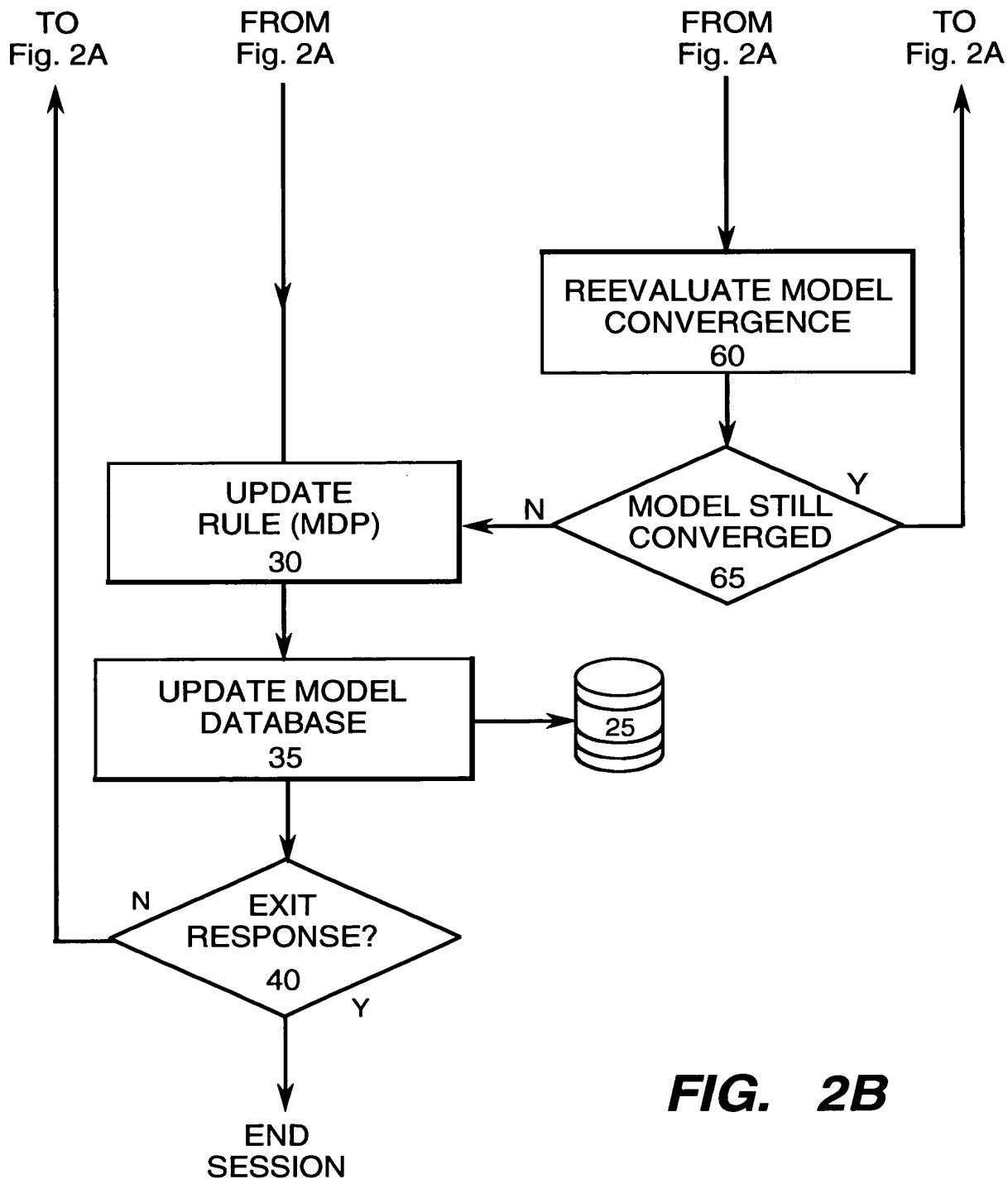


2/11

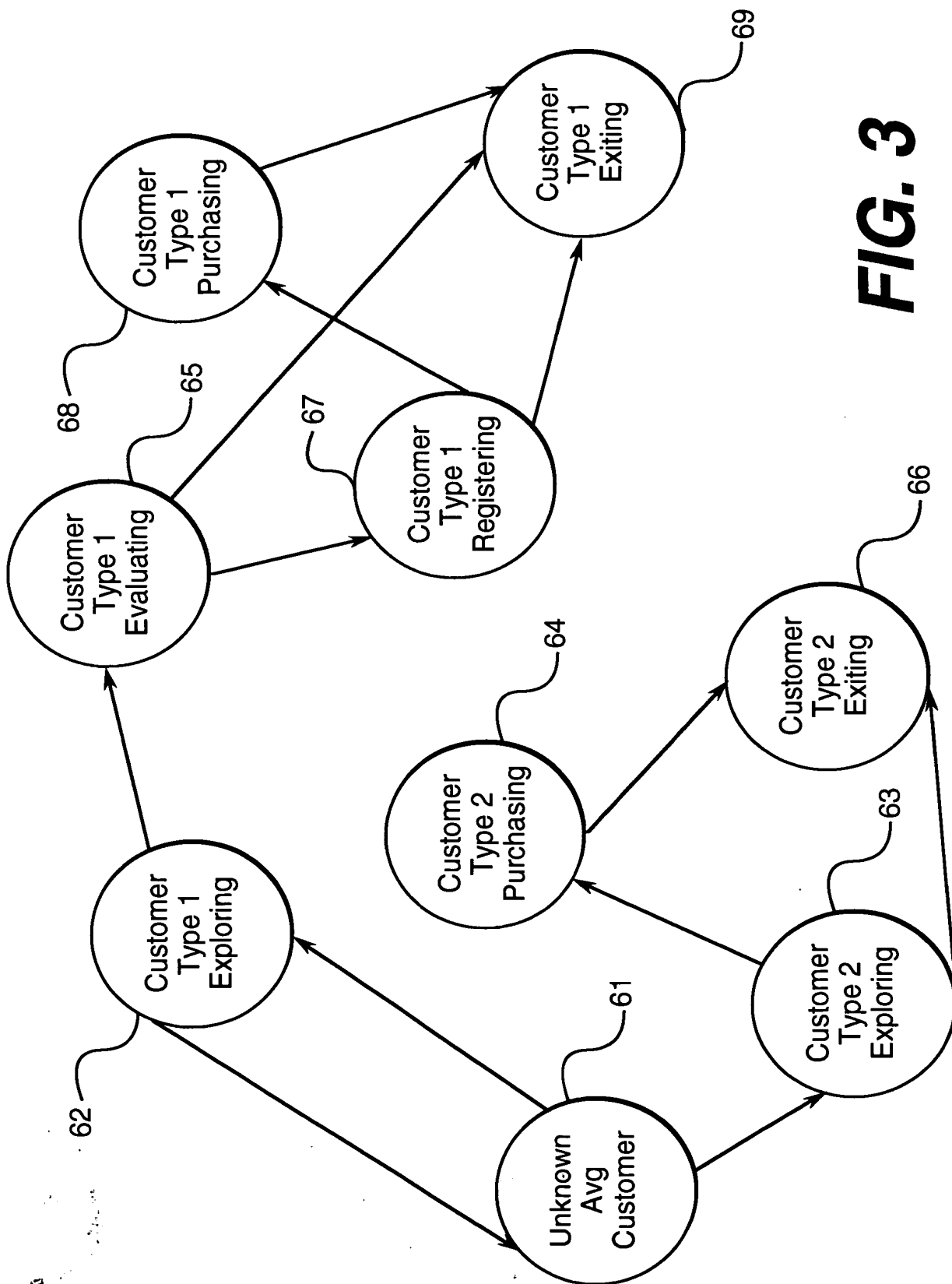


**FIG. 2A**



**FIG. 2B**

4/11



**FIG. 3**

SER. NO: 09/681,267  
INVENTOR: TIMOTHY L. JOHNSON  
DOCKET NO: RD-27,601  
ATTORNEY: DAVID C. GOLDMAN  
ATTY. TELEPHONE: (518) 387-5927

5/11

**WELCOME TO ACME APPLIANCE RETAIL CENTER**

Please enter your name and zip code.

Last Name:

First Name:

Middle Initial:

Zip Code:

41 ~ Or if you prefer to be anonymous, check here. ☐

41 ~ If you have shopped with us before, check here. ☐

42 ~ If you are a first time shopper, check here. ☐

**FIG. 4**

10

SER. NO. 09/681,267  
INVENTOR: TIMOTHY L. JOHNSON  
DOCKET NO: RD-27,601  
ATTORNEY: DAVID C. GOLDMAN  
ATTY. TELEPHONE: (518) 387-5927

6/11

**ACME APPLIANCE RETAIL CENTER**

To help us serve you better, please supply some  
or all of the following information:

Gender:

Marital Status:

Age:

Annual Household Income:

Number Of Children In Household:

199 To proceed, check here.

**FIG. 5**

7/11

## ACME APPLIANCE RETAIL CENTER

What would you like to see today?

51 ~ To see Refrigerators, check here.

52 ~ To see Ovens, check here.

53 ~ To see Dishwashers, check here.

54 ~ To see Clothes Washers, check here.

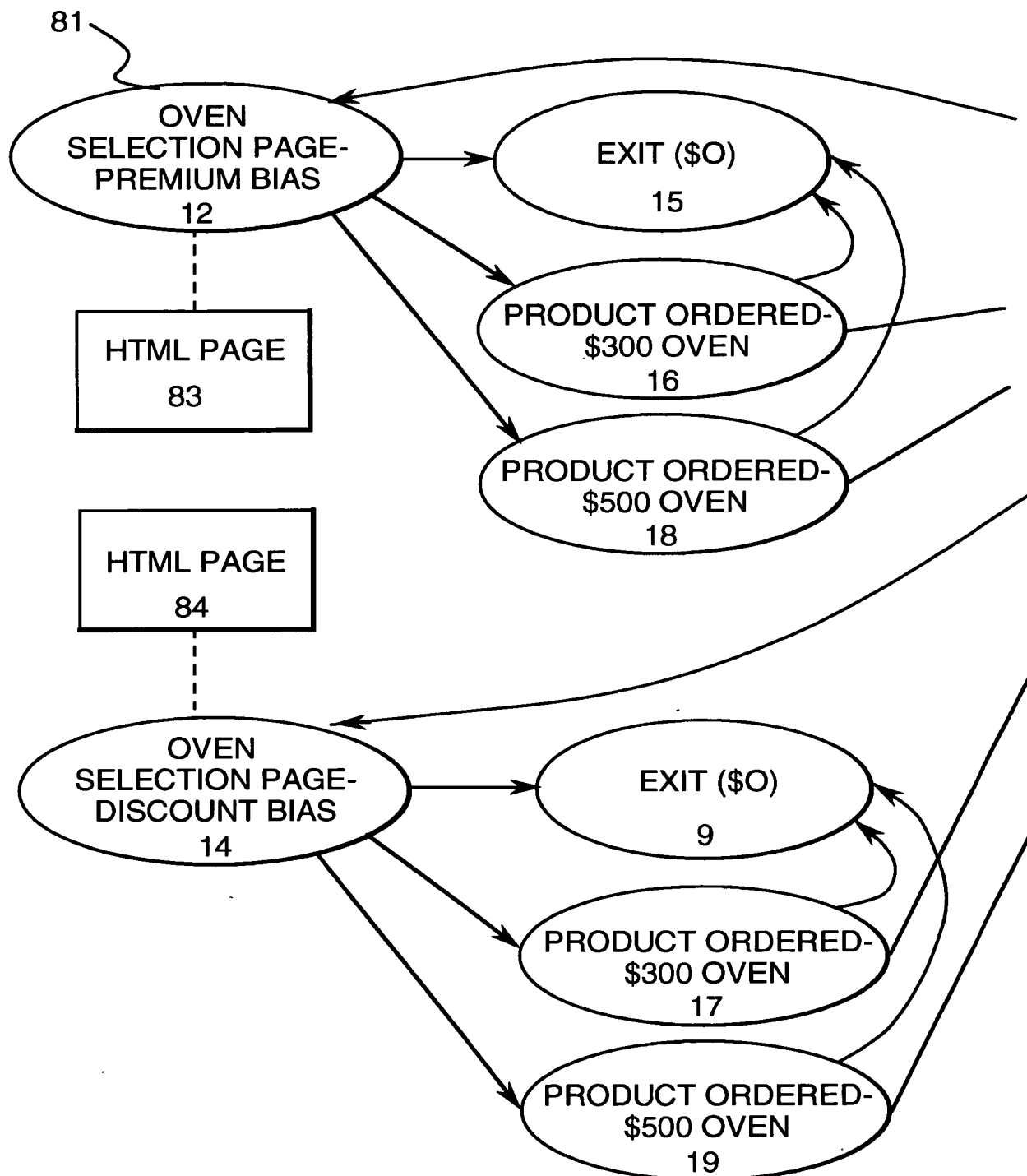
55 ~ To see Clothes Dryers, check here.

FIG. 6

10 ~

50 ~

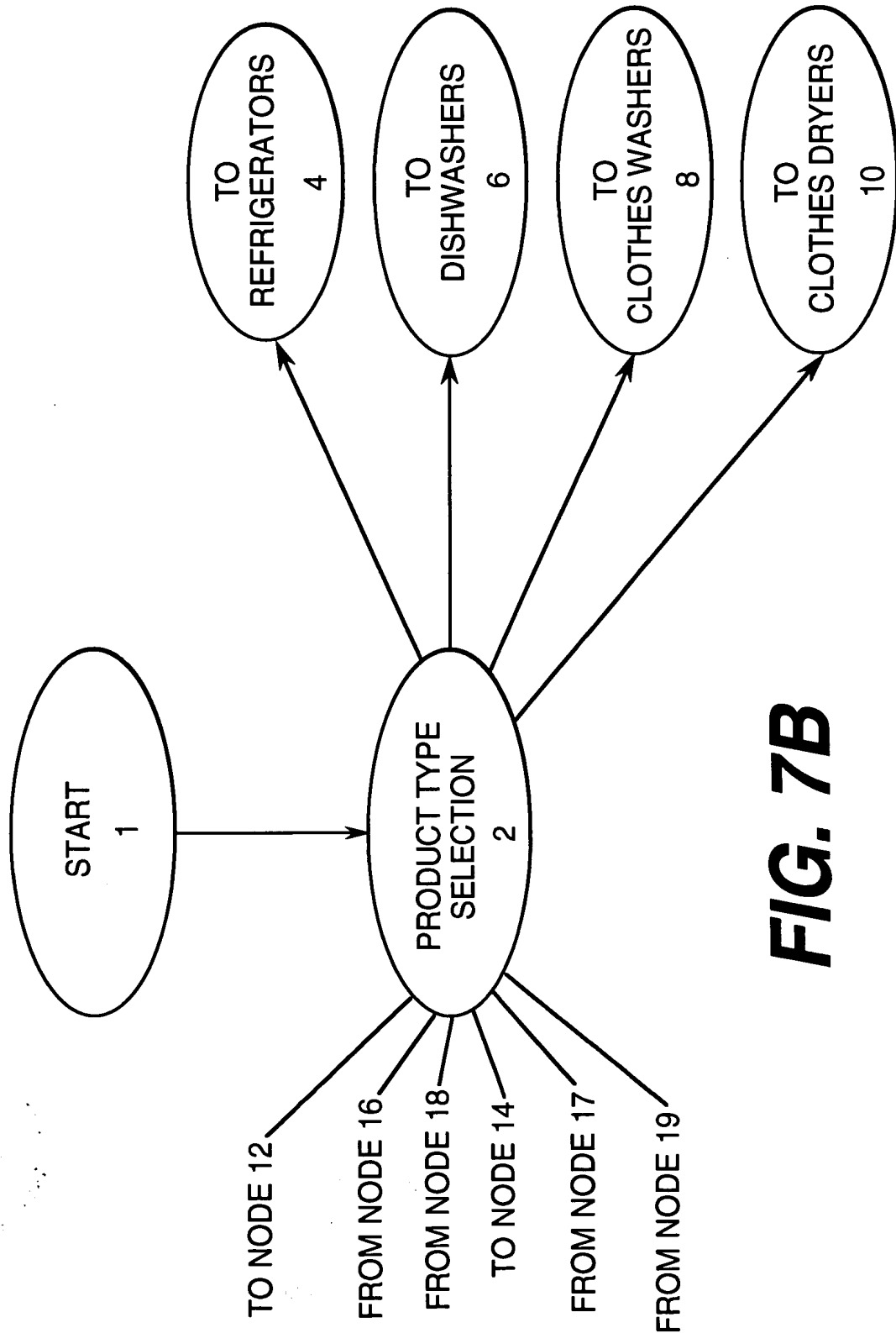
8/11



**FIG. 7A**



9/11



**FIG. 7B**

SER. NO: 09/681,267  
INVENTOR: TIMOTHY L. JOHNSON  
DOCKET NO: RD-27,601  
ATTORNEY: DAVID C. GOLDMAN  
ATTY. TELEPHONE: (518) 387-5927

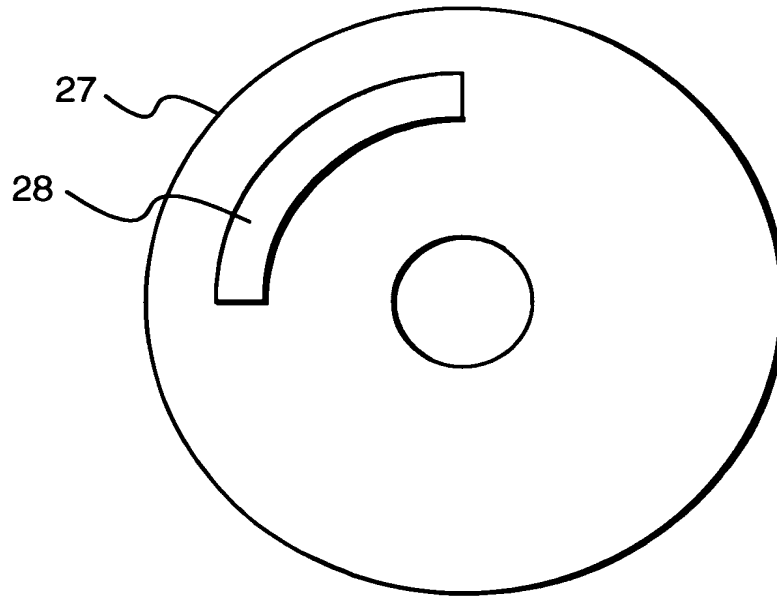
10/11

	Figure 8: Example of Ruleset				
	(Converged Model, Fig.2A Righthand Path).				
Rule Number	Present Customer Status (Estimated)	Present Customer Screen/Input	Next Status Estimate	Next Screen Output	
(Figure 1,30)	(Figure 3)	(Figure 4-6)	(Figure 3)	(Figure 7A, 7B)	
R1	Unknown Avg. Customer (61)	Welcome/Name&Zip(44)	Cust Type 1 Exploring(62)	Welcome (Fig.4)	
R2	Unknown Avg. Customer (61)	Welcome/Anonymous	Unknown Avg. Customer (61)	Appliance Selection Page (Fig. 6)	
...	...	...	...	...	
R75	Customer Type 1 Exploring (62)	Appliance Selection/Ovens (Fig. 6,52)	Cust Type 1 Evaluating (65)	Oven Selection, Premium Bias (Fig.7A,81)	
R76	Customer Type 2 Exploring (63)	Appliance Selection/Ovens (Fig. 6,52)	Cust Type 2 Exploring (63)	Oven Selection, Discount Bias (Fig.7A,82)	
...	...	...	...	...	

**FIG. 8**

SER. NO: 09/681,267  
INVENTOR: TIMOTHY L. JOHNSON  
CKET NO: RD-27,601  
ATTORNEY: DAVID C. GOLDMAN  
ATTY. TELEPHONE: (518) 387-5927

11/11



**FIG. 9**